



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3004100
Schedule Dates 08/23/17-08/29/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3090
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 08/22/17
Last Modified 08/28/17
Entered By Kelsey Reardon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,812.50
Net Total \$49,937.50
Sales Tax

Washington (WJLA)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Aug. 2017 | 33 | \$35,100.00 |
| Sep. 2017 | 21 | \$23,650.00 |
| Grand Total: | 54 | \$58,750.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|----------|---------|
| 1.0 | Normal Line / SPOT | 08/23/17-08/25/17 | 2 | :30 | 12P- News-ABC 7 News at Noon | | | | 1 | | 1 | | | 2 | \$400.00 | \$800.00 | Washington (WJLA) | | 8/22/17 |
| 2.0 | Normal Line / SPOT | 08/23/17-08/25/17 | 2 | :30 | 5P- News-ABC 7 News at 5p | | | | 1 | | 1 | | | 2 | \$500.00 | \$1,000.00 | Washington (WJLA) | | 8/22/17 |
| 3.0 | Normal Line / SPOT | 08/23/17-08/25/17 | 2 | :30 | 6P- News-ABC 7 News at 6p | | | | 1 | 1 | 1 | | | 3 | \$750.00 | \$2,250.00 | Washington (WJLA) | | 8/22/17 |
| 4.0 | Normal Line / SPOT | 08/23/17-08/25/17 | 2 | :30 | 11:35P- 12:35A (EST) | | | | 1 | 1 | 1 | | | 3 | \$450.00 | \$1,350.00 | Washington (WJLA) | | 8/22/17 |
| 5.0 | Normal Line / SPOT | 08/23/17-08/25/17 | 2 | :30 | 7A- ABC-Good Morning America | | | | 1 | 1 | 1 | | | 3 | \$900.00 | \$2,700.00 | Washington (WJLA) | | 8/22/17 |
| 6.0 | Normal Line / SPOT | 08/23/17-08/24/17 | 2 | :30 | 6A- News-Good Morning Washington at 6a | | | | 1 | 1 | | | | 2 | \$900.00 | \$1,800.00 | Washington (WJLA) | | 8/22/17 |
| 7.0 | Normal Line / SPOT | 08/23/17-08/25/17 | 2 | :30 | 5A- News-Good Morning Washington at 5a | | | | 1 | | 1 | | | 2 | \$250.00 | \$500.00 | Washington (WJLA) | | 8/22/17 |
| 8.0 | Normal Line / Access | 08/23/17-08/25/17 | 2 | :30 | 7:30P- Jeopardy | | | | 1 | 1 | 1 | | | 3 | \$3,000.00 | \$9,000.00 | Washington (WJLA) | | 8/22/17 |
| 9.0 | Normal Line / Access | 08/23/17-08/25/17 | 2 | :30 | 7P- Wheel Of Fortune | | | | 1 | 1 | 1 | | | 3 | \$1,700.00 | \$5,100.00 | Washington (WJLA) | | 8/22/17 |
| 10.0 | Normal Line / SPOT | 08/24/17-08/24/17 | 2 | :30 | 4P- News-ABC 7 News at 4p | | | | | 1 | | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | | 8/22/17 |
| 11.0 | Normal Line / SPOT | 08/28/17-08/28/17 | 2 | :30 | 4P- News-ABC 7 News at 4p | | 1 | | | | | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | | 8/22/17 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Strategic Media Placement (6694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

Ed Gillespie (671299)

Salesperson

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

Sales Office

WJLA/GJLA/EJLA

Buyer Name

Phone/Fax

/

CPE

3090

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered

08/22/17

Last Modified

08/28/17

Entered By

Kelsey Reardon

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

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\$8,812.50

Net Total

\$49,937.50

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Washington (WJLA)

By Broadcast Month

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Rate

Aug. 2017 33 \$35,100.00

Sep. 2017 21 \$23,650.00

Grand Total: 54 \$58,750.00

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|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------|----------|---------|
| 12.0 | Normal Line / SPOT | 08/28/17-08/29/17 | 2 | :30 | 5P- News-ABC 7 News at 5p | | 1 | 1 | | | | | | 2 | \$500.00 | \$1,000.00 | Washington (WJLA) | | 8/22/17 |
| 13.0 | Normal Line / SPOT | 08/28/17-08/29/17 | 2 | :30 | 6P- News-ABC 7 News at 6p | | 1 | 1 | | | | | | 2 | \$750.00 | \$1,500.00 | Washington (WJLA) | | 8/22/17 |
| 14.0 | Normal Line / SPOT | 08/26/17-08/26/17 | 2 | :30 | 7A- ABC-Good Morning America Saturday | | | | | | | 1 | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | | 8/22/17 |
| 15.0 | Normal Line / SPOT | 08/27/17-08/27/17 | 2 | :30 | 8A- ABC-Good Morning America Sunday | | | | | | | | 1 | 1 | \$400.00 | \$400.00 | Washington (WJLA) | | 8/22/17 |
| 16.0 | Normal Line / SPOT | 08/27/17-08/27/17 | 2 | :30 | 10:30A- Government Matters | | | | | | | | 1 | 1 | \$500.00 | \$500.00 | Washington (WJLA) | | 8/22/17 |
| 17.0 | Normal Line / SPOT | 08/24/17-08/25/17 | 2 | :30 | 9A- Live with Kelly | | | | | 1 | 1 | | | 2 | \$400.00 | \$800.00 | Washington (WJLA) | | 8/22/17 |
| 18.0 | Normal Line / SPOT | 08/29/17-08/29/17 | 2 | :30 | 12P- News-ABC 7 News at Noon | | | 1 | | | | | | 1 | \$400.00 | \$400.00 | Washington (WJLA) | | 8/22/17 |
| 19.0 | Normal Line / SPOT | 08/28/17-08/29/17 | 2 | :30 | 11:35P- 12:35A (EST) | | 1 | 1 | | | | | | 2 | \$450.00 | \$900.00 | Washington (WJLA) | | 8/22/17 |
| 20.0 | Normal Line / SPOT | 08/28/17-08/29/17 | 2 | :30 | 7A- ABC-Good Morning America | | 1 | 1 | | | | | | 2 | \$900.00 | \$1,800.00 | Washington (WJLA) | | 8/22/17 |
| 21.0 | Normal Line / SPOT | 08/28/17-08/29/17 | 2 | :30 | 6A- News-Good Morning Washington at 6a | | 1 | 1 | | | | | | 2 | \$900.00 | \$1,800.00 | Washington (WJLA) | | 8/22/17 |
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|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|----------|---------|
| 22.0 | Normal Line / SPOT | 08/28/17-08/28/17 | 2 | :30 | 5A- News-Good Morning Washington at 5a | | 1 | | | | | | | 1 | \$250.00 | \$250.00 | Washington (WJLA) | | 8/22/17 |
| 23.0 | Normal Line / Access | 08/28/17-08/29/17 | 2 | :30 | 7:30P- Jeopardy | | 1 | 1 | | | | | | 2 | \$3,000.00 | \$6,000.00 | Washington (WJLA) | | 8/22/17 |
| 24.0 | Normal Line / SPOT | 08/28/17-08/29/17 | 2 | :30 | 9A- Live with Kelly | | 1 | 1 | | | | | | 2 | \$400.00 | \$800.00 | Washington (WJLA) | | 8/22/17 |
| 25.0 | Normal Line / Access | 08/28/17-08/29/17 | 2 | :30 | 7P- Wheel Of Fortune | | 1 | 1 | | | | | | 2 | \$1,700.00 | \$3,400.00 | Washington (WJLA) | | 8/22/17 |
| 26.0 | Normal Line / Access | 08/23/17-08/25/17 | 2 | :30 | 6:57P- 7P (EST) | | | | 1 | 1 | 1 | | | 3 | \$2,700.00 | \$8,100.00 | Washington (WJLA) | | 8/22/17 |
| 27.0 | Normal Line / Access | 08/28/17-08/29/17 | 2 | :30 | 6:57P- 7P (EST) | | 1 | 1 | | | | | | 2 | \$2,700.00 | \$5,400.00 | Washington (WJLA) | | 8/22/17 |
| 28.0 | Normal Line / SPOT | 08/26/17-08/26/17 | 2 | :30 | 8A- ABC-Good Morning America Saturday | | | | | | | 1 | | 1 | \$0.00 | \$0.00 | Washington (WJLA) | | 8/28/17 |

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Date:

Accepted-Station:

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